Amendments to the Claims

The following listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1 – 41. (cancelled)

42.   (previously presented) A computer implemented network based marketing system allowing a service provider to obtain new and repeat clients, the system configured to send a personalized promotion over a communication network, the system comprising:

a database containing a plurality of client profiles, wherein each profile includes a network contact address for the respective client;

a scheduling module configured to manage a calendar of events for a service provider, including scheduling new appointments and canceling existing appointments, the scheduling module further configured to identify an event on said calendar of events pertaining to a first client;

a merge module configured to create a personalized promotion comprising a personalized message, the identified event on said calendar of events, and a reference providing network access to the scheduling module, the merge module further configured to address the personalized promotion to the first client at the network contact address for said first client; and

a communication module configured to send the personalized promotion via a communication network to the first client at the network contact address for the respective client.

43.   (previously presented) The system of claim 42, wherein the personalized promotion comprises a holiday greeting.

44.   (previously presented) The system of claim 42, wherein the personalized promotion comprises a birthday message.

45.   (previously presented) The system of claim 42, wherein the personalized promotion comprises an anniversary message.

46.   (previously presented) The system of claim 42, wherein the personalized promotion comprises an appointment reminder.

47.   (previously presented) The system of claim 42, wherein the personalized promotion comprises a prescription reminder.

48.   (previously presented) A computer implemented method for conducting network based marketing over a communication network to allow a service provider to obtain new and repeat clients, comprising:

   searching a service provider database containing a plurality of client profiles for an event pertaining to a client;

   composing a personalized message to the client pertaining to the event;

   merging the personalized message with a reference providing network access to a scheduling module that manages a schedule of events for the service provider, wherein the personalized message and the reference comprise a personalized promotion;

   sending the personalized promotion to the client via a communication network.

49.   (previously presented) The method of claim 48, wherein the personalized promotion comprises a holiday greeting.

50.   (previously presented) The method of claim 48, wherein the personalized promotion comprises a birthday message.

51.   (previously presented) The method of claim 48, wherein the personalized promotion comprises an anniversary message.

52.   (previously presented) The method of claim 48, wherein the personalized promotion comprises an appointment reminder.

53.   (previously presented) The method of claim 48, wherein the personalized promotion comprises a prescription reminder.

54.   (new) A computer implemented method for conducting network based marketing over a communication network to allow a service provider to obtain new and repeat clients, comprising:

   establishing a content criteria set for a client;

   searching a service provider database containing a plurality of client profiles for an event pertaining to a client;

   composing a personalized message to the client pertaining to the event including examining the content criteria set for the client, adding unique message content to the

4

personalized message based on the content criteria set, accessing a core data block in a first one of the client profiles associated with the client, and including an individualized salutation for the client in the personalized message using the core data block;

receiving a set of criteria for a plurality of recipients;

filtering the set of criteria to determine whether the first one of the client profiles associated with the client matches the set of criteria, the step of filtering including querying the service provider database with the set of criteria;

receiving a promotion;

including the promotion with the personalized message if the first one of the client profiles associated with the client matches the set of criteria, to generate a personalized promotion;

scheduling the personalized promotion; and

sending the personalized promotion to the client via a communication network.